



# Springfield Place

## Investment Guide



# Overview of Development

Springfield Place is a brand new development by Barratt, which occupies a coveted location as part of the stunning new Springfield Village regeneration that will connect Wandsworth Common, Earlsfield and Tooting Bec in prime south-west London. Benefitting from beautiful landscaping, an on-site 32-acre park, new retail and café spaces, a new public square and heritage buildings, the development will offer a perfectly balanced and connected London lifestyle. The location of Springfield Place will give residents unrivalled proximity to transport hubs for fast access to Central London. The development is strategically positioned at under ten minutes' walk from Tooting Bec Underground Station on the Northern Line, offering direct connections to both the City and the West End in approximately 20 minutes. It is also a stone's throw from Wandsworth Common Rail Station, with a travel time to London Victoria

of only 12 minutes. Nearby Earlsfield Station offers a link to London Waterloo in under 15 minutes, while nearby Clapham Junction Rail Station allows fast direct access to Waterloo and the South West of England in addition to Westfield White City. The location is also well-placed for some of the world's leading educational institutions in London and south-east England.

As part of the much-anticipated regeneration of Springfield Village in leafy South West London, Springfield Place will harness both the buzzing vibes of Tooting Bec and the tranquil lifestyle of Wandsworth Common. Its ultra-connected location, sleek design, and balanced new urban environment will combine to attract an international demographic of successful professionals and discerning students, seeking to enjoy all that London and the UK have to offer.





*“Barratt’s Springfield Place sits at the heart of the highly-anticipated Springfield Village regeneration, in a coveted and fast-evolving pocket of south-west London. First-class connectivity, cutting-edge urban design, and abundant green spaces will define this new neighbourhood, attracting tenants and investors from around the globe.”*

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ETIENNE PRONGUÉ  
CEO

BNP Paribas Real Estate, UK





# Regeneration

Between 2023 and 2033, the population of the Borough of Wandsworth is projected to increase by 3.4%, with a projected increase of 7.5% on 2023 figures by 2043.<sup>1</sup> The population has grown by 27% since 2001.<sup>2</sup>

## NEW HOMES

The London Borough of Wandsworth is undergoing wide regeneration across key hotspots, via more than six distinct regeneration schemes that are focused on place-making and on the building of desirable and contemporary new homes.

- The borough is implementing one of the biggest urban renewal projects in London
- The London Plan's target for Wandsworth is 20,700 net new homes to be constructed between 2023 and 2037
- Over £1bn of new investment flowing into Wandsworth Town Centre
- Circa **5,000** new homes, for private sale with planning approved, that are pre-construction
- Circa **4,000** new homes, for private sale, that are under construction
- The Wandsworth Environment and Sustainability Strategy (WESS) will ensure that all regeneration areas, and the borough as a whole, will develop as 'green' and sustainable: goal to become the '**greenest**' Council in inner London by 2030
- **Zero carbon** borough by 2050
- Wandsworth's **10-year Arts and Culture Strategy** aims to firmly establish a thriving arts and cultural offering within the borough by 2030
- Widespread and attractive regeneration is already attracting investors seeking positive rental and capital value returns

<sup>1</sup> London Datastore: Housing-led population projections; 2021 UK census

<sup>2</sup> ONS





## KEY REGENERATION AREAS

- Springfield Village: green spaces, new retail, new school, repurposing and protection of heritage site
- Nine Elms: Riverside living, new business district for London
- Battersea Power Station: new town centre and retail
- Winstanley and York Road Regeneration Area: green spaces, improved connectivity
- Ram Brewery: repurposing and protection of heritage site

## TRANSPORT

- Underground: Located just 0.5 miles (10 minutes' walk) from Tooting Bec Underground Station, with direct Northern Line links to Charing Cross in c.15 minutes, Bank in 20 minutes, and Kings Cross St Pancras in under 30 minutes
- Rail: Located just 1 mile (20 minutes' walk) from Wandsworth Common Rail Station, directly connecting to London Victoria in under 15 minutes
- Airports: Easy access (approximately 40 minutes' drive) to London Heathrow Airport for comprehensive long- and short-haul international travel; easy access (approximately 50 minutes' drive) to London Gatwick Airport for short- and long-haul international travel; less than 1 hour's drive from London City Airport
- Future: **Crossrail 2** is a proposed rail route that would connect Tooting/Balham to the King's Road in Chelsea, King's Cross and beyond

## NEW JOBS

Wide regeneration across Wandsworth is resulting in a wealth of new employment opportunities. Existing thriving town centres and high streets in the borough are being enhanced by improved digital and communications infrastructure, an increasingly flexible and appealing array of business premises, and a new range of shared workspaces and hubs. The redevelopment of Southside Shopping Centre in Wandsworth Town is an existing borough objective.

## MONEY INVESTED

Significant private funding continues to push forward development within Wandsworth's key investment centres. **£27m** has been pledged towards a major traffic reduction scheme across the borough, whilst **£1bn** has been pumped into the key urban renewal projects. **£20m** has already been invested in the borough's climate change action plan to ensure urban greening and energy efficiency.

## BOROUGH OF WANDSWORTH

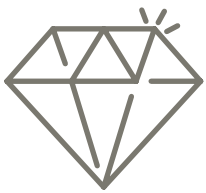
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# Local Economy

The area within 2km of Springfield Place already attracts a high-end potential tenant base, consisting of affluent or aspirational individuals with an urban outlook, many of whom are educated students or recent graduates. The area will continue to attract tenants seeking the type of convenience, vibrancy and sleek surroundings offered by the development.

**Our research indicates that the top categories of demographic in the immediate vicinity of the development are:**



**City Sophisticates  
(64%)**


Affluent younger people who generally own their own flat, mostly within new-build developments or converted period townhouses. These properties are generally more than twice the cost of the average UK house and are more expensive than the average property in these more expensive urban locations. The majority of this group are single people and couples without children, and are mostly graduates with white-collar occupations. Incomes are above the national average.



**Career Climbers  
(14%)**

Younger individuals, singles, couples and families with young children, living at locations where flats cost more than the average UK house. Overall they tend to have higher educational qualifications than average, and incomes are well above average. A good proportion will be in 'white-collar' occupations.



A photograph of a modern dining room. In the center is a glass-topped dining table with a dark wood frame, surrounded by six green upholstered chairs with dark wood frames. The table is set with plates and a vase of flowers. In the background, a kitchen with white cabinets and a green clock is visible. To the left, there is a white sofa and a plant on a side table.

*“The borough’s local economy will continue to be successful. This will be achieved by providing a range and choice of employment opportunities and premises to support existing local businesses and encourage entrepreneurship. Affordable and flexible premises for start-ups and small enterprises, particularly in the creative and technology industries, will have been created. Employment space will have diversified [...] supported by excellent digital connectivity.”*

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WANDSWORTH LOCAL PLAN: 2038 GOALS



# Local Area Employment

## KEY FACTS AND FIGURES - BOROUGH OF WANDSWORTH

Wandsworth's large and ever-growing population will sustain both business growth and rental demand, ensuring a ready supply of upwardly-mobile prospective tenants and a vibrant urban environment.

- Median annual earnings in Wandsworth increased significantly between 2006 and 2018 and are significantly higher than the median for both Greater London and Great Britain
- **70%** of Wandsworth residents are educated to NVQ4 level or above, in comparison to 59% of London and 43.6% of Great Britain
- The employment rate in Wandsworth is 89%, in comparison with London at 79% and Great Britain at 78%
- 72.5% of the working population in Wandsworth falls within the top-level economic bracket, including managers, directors and professionals
- The GLA's population projections show that the population in Wandsworth is expected to increase by 7% (to 351,789) between 2023 and 2033
- 20,000 active businesses, with the largest number being defined under 'Professional, scientific and technical' and 'Business administration' brackets
- **5** thriving town centres: Balham, Clapham Junction/Battersea, Putney, Tooting, Wandsworth Town



### MICRO-BUSINESSES & START-UPS

93% of businesses in the borough are classed as 'micro' enterprises



### HIGHLY ENTREPRENEURIAL

17% of Wandsworth residents are self-employed, compared to the national average of 10%



### AFFLUENT

Average salary in Wandsworth is 7% above the British average



### HIGH ACHIEVERS

**70%** of employees in Wandsworth fall within the 'highest' Occupation Group 1-3 (managers, directors, senior officials and professionals)



### HIGHLY SUCCESSFUL

Business Survival Rate of 92% in Wandsworth (one year) compared with 90% in London



### WITHIN 2 KM OF SPRINGFIELD PLACE

- 75,000 economically active local employees
- 84% of households fall within the top three level demographic categories (Affluent Achievers, Rising Prosperity, Comfortable Communities)

**A large and growing population points to a growing prospective tenant pool. Significant regeneration, an influx of new businesses, and a healthy local economy, highlights convenience and attractiveness for tenants.**



# Additional Employment Prospects

Widespread regeneration within the Borough of Wandsworth will naturally facilitate burgeoning local business. The Borough is spearheading 'The Local Plan,' a 15-year framework to support regeneration and development. This is set to complement the far-reaching 'London Plan' implemented by the Mayor of London as a vision for 'Good Growth.' The Local Plan will prioritise People, Placemaking and Smart Growth to enhance the borough as one of London's most attractive and prosperous places to live and work.

## A DESTINATION FOR BUSINESS GROWTH

**Wandsworth's Corporate Business Plan (2022) aims to improve infrastructure and connectivity in the Borough in order to ensure and support further local prosperity.**

**A new commercial and retail quarter in Nine Elms, along with two brand new stations on the Northern Line at Battersea Power Station and Nine Elms, connecting Wandsworth with Zone 1 and the City, represent the fruition of a significant economic boost.**

The borough is creating a prestigious world-class destination for business at Nine Elms, anchored by a rejuvenated **Battersea Power Station** and the new **U.S. Embassy**. Nine Elms on the South Bank is delivering **6.5m sq.ft. of new commercial space**; 2.8m sq.ft. of retail and leisure space and over 3m sq.ft. of new office space, with two major new town centres at Vauxhall and Battersea Power Station.

Considerable investment is being made to utilities infrastructure, notably telecommunications, electricity and heating. The result will be an ultra-modern, accessible and business-friendly environment suiting a range of sectors.

*"Nine Elms is on course to become a major commercial hub over the next ten years. Our central London riverside location has obvious appeal and the new Tube stations and wider transport package we're delivering give us the connectivity a modern business district needs."*

CLLR RAVI GOVINDIA, CO-CHAIR OF THE NINE ELMS VAUXHALL PARTNERSHIP & LEADER OF WANDSWORTH COUNCIL

**New commercial spaces will offer the potential for significant inward investment into the borough, whilst also supporting the creation of new employment spaces for smaller and start-up businesses.**





## A BASE FOR PROFESSIONALS

- Springfield Village: green spaces, new retail, new school, repurposing and protection of heritage site
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# Wandsworth population growth: An increasing tenant base

Wandsworth is London's 8th most populated London borough with around **330,000 residents.**

By 2030, London's population will have reached **10 million** and the population of Wandsworth will have grown to over **350,000.**

Our targeted research demonstrates that the higher-than-average rate of job creation predicted in Wandsworth, as a result of significant urban regeneration as a magnet for new business, will result in substantial and sustained local population growth.

This is expected to generate a considerable volume and wide demographic of potential tenants. Reflecting historic trends within other 'landmark' regenerations across London, demand for rental properties at Springfield Place is likely to be strong.

As regeneration at different centres across Wandsworth progresses, and as locations mature and continue to attract development and new business, the wider area will remain a focus for prospective tenants.

The area immediately surrounding Springfield Place will also appeal to tenants. Established key attractions in the micro-location include:

- Excellent access to public transport hubs that provide direct access to the City and the West End of London
- Proximity to the vibrant retail and leisure district of Tooting
- Proximity to the boutique shopping and dining options of Bellevue Road
- Proximity to multiple attractive and large-scale green spaces, including Wandsworth Common, Tooting Common and Clapham Common
- The overall quality and attractiveness of the local built environment
- Proximity to a range of excellent primary and secondary schools
- Proximity to some of the UK's leading higher education institutions

Springfield Place is located within the well-connected, desirable and flourishing London Borough of Wandsworth. Due to the established desirability of the borough, paired with the widespread regeneration across the borough, the immediate neighbourhood of Springfield Place is expected to reflect or exceed the predicated rate of population growth of the wider borough. It is therefore likely to be 'in demand' from a discerning tenant pool.





# Attractive Capital Value Growth Paired With Good Rental Yields

In recent years the areas surrounding Springfield Place have experienced positive increases in capital and rental values, with prices continuing to increase steadily as regeneration in Wandsworth gains significant publicity and momentum.

- The average property price in Wandsworth increased circa **5%** over the past year to October 2022<sup>3</sup>
- The average property price in Wandsworth increased **58%** over 10 years from 2012 to 2022<sup>4</sup>
- Average sales and rental values are predicted to increase over the period to 2027<sup>5</sup>
- Average achieved rent is approximately **£1,828 per calendar month**<sup>6</sup> (10th most expensive London borough)
- Current average yields of **3.2%**

Significant regeneration continues to transform the quality of urban environments in Wandsworth, attracting further investment, creating jobs and boosting property values.



<sup>3</sup> Land Registry Data

<sup>4</sup> Land Registry Data

<sup>5</sup> Strutt & Parker Q4 2020 Residential Quarterly Report

<sup>6</sup> London Datastore, latest 2019 data



# Springfield Place and the Barratt London brand

## BARRATT LONDON'S VISION

Since the construction of their first London development in 1982, Barratt London's goal has been to provide high-quality homes for all Londoners by focusing on excellence in design, construction and customer service. The supply of new housing is essential to the continued growth of London as a major global city and Barratt London is proud to be contributing to this, with the delivery of 1,500 new homes each year.

## REAL PEACE OF MIND

Not only does every Barratt London home come with a ten-year structural guarantee from the NHBC, it also comes with a two-year fixtures and fittings warranty\*, giving you added peace of mind from the moment you take possession.

## FIVE-STAR CUSTOMER SERVICE

As part of Barratt Developments PLC, the UK's largest house builder by volume, Barratt London are fully committed to delivering a superior service for their customers and have been awarded the maximum five-star rating for customer satisfaction by the Home Builders Federation every year since 2010\*\*. This means that when you buy a Barratt London home, you can be confident it is a home of quality and that you'll receive the very best in customer service.



\* First two years covered by Builder Warranty & NHBC Guarantee or similar. Years three-ten covered by NHBC insurance or similar. Full exclusions and limitations can be found on the NHBC website.

\*\* We are the only major national housebuilder to be awarded this award 11 years running. "we" refers to the Barratt Developments PLC group brands including Barratt London, Barratt Homes and David Wilson Homes.



# Globally Connected

Springfield Place is at a key location for connectivity to London and the world. Excellent proximity to important transport hubs offers unrivalled convenience.

Tenants seeking an ultra-connected lifestyle will be attracted to Springfield Place as a strategic point on the map of London and South East England.

- Tooting Bec Underground Station = 0.5 miles (10-minute walk)
- Wandsworth Common Rail Station = 1 mile (20-minute walk)

## COMMUTING TIMES TO AIRPORTS: UNDERGROUND STATION)

- Heathrow Airport = 40 minutes' drive
- Gatwick Airport = 50 minutes' drive
- City Airport = Under 1 hr drive

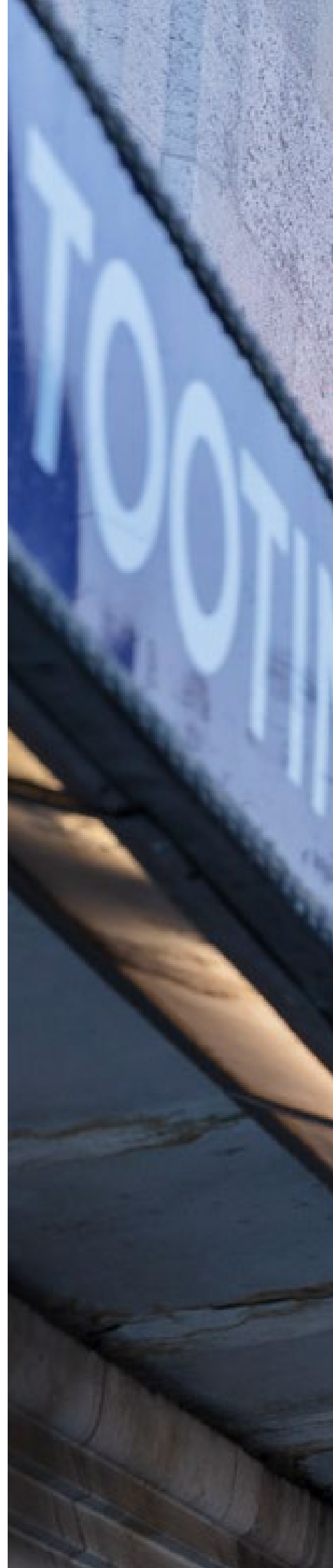
## COMMUTING TIMES INTO CENTRAL LONDON (FROM TOOTING BEC UNDERGROUND STATION)

- Kings Cross/St Pancras International = 30 mins
- Euston Station = 30 mins
- Paddington = 30 mins
- Bond Street = 30 mins
- Tottenham Court Road = 28 mins
- Farringdon = 32 mins
- Liverpool Street = 24 mins
- Canary Wharf = 30 mins

## COMMUTING TIMES ALONG HS2 (VIA EUSTON):

- Birmingham = 1 hour 15 mins
- Manchester = 1 hour 37 mins
- Leeds = 1 hour 51 mins

Times may vary depending on timetabled services and departure time.





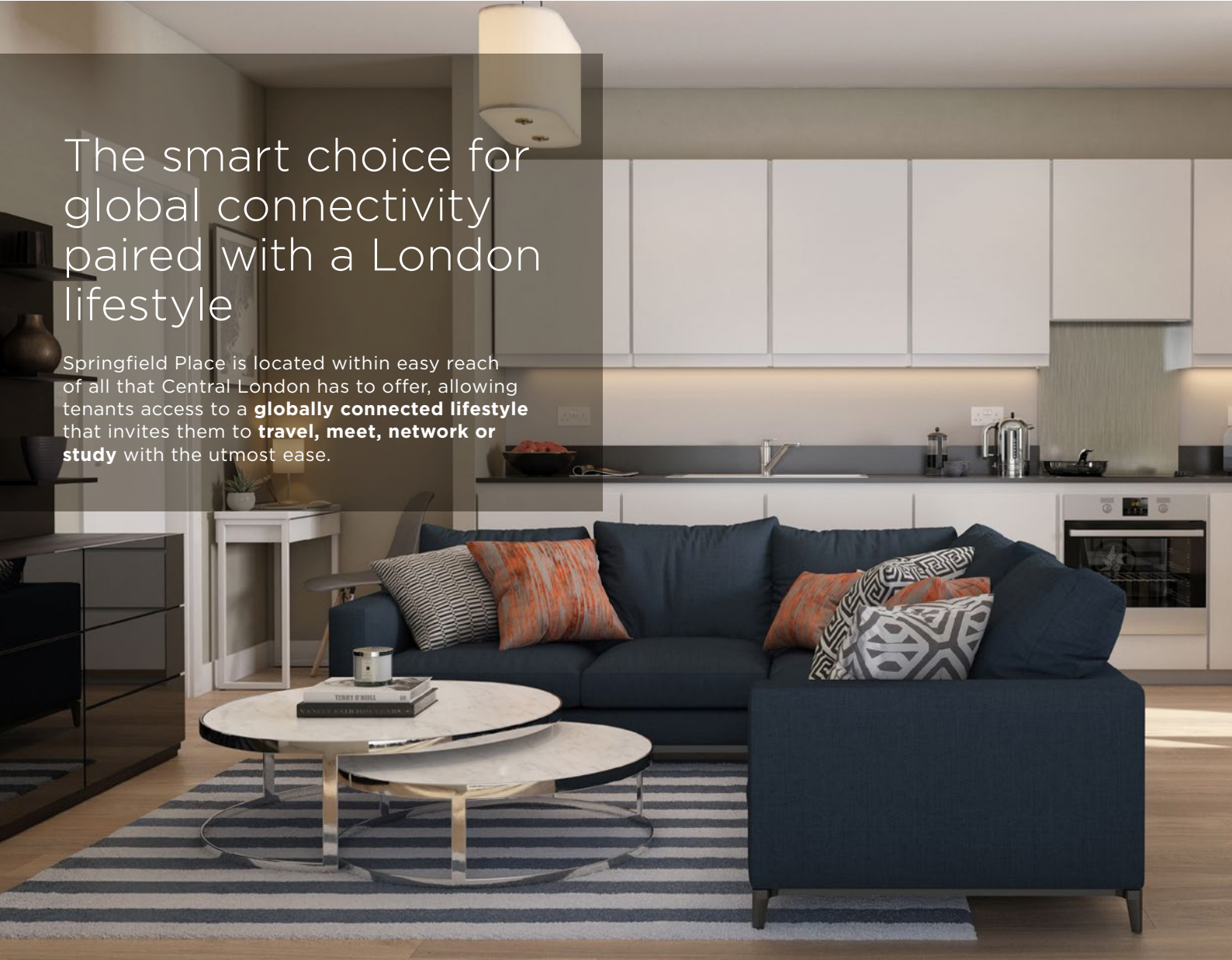


# Impeccably Connected and Futureproofed

93%

of Wandsworth residents are satisfied with their local area as a place to live <sup>7</sup>

Springfield Place is located within easy reach of all that Central London has to offer. It is accessible from **three international airports**, allowing tenants to benefit from a **globally connected lifestyle** that invites them to **travel, meet, network or study** with the utmost ease.



The smart choice for global connectivity paired with a London lifestyle

Springfield Place is located within easy reach of all that Central London has to offer, allowing tenants access to a **globally connected lifestyle** that invites them to **travel, meet, network or study** with the utmost ease.

<sup>7</sup> Wandsworth Residents' Survey Report, 2019



- **London Underground:** Connection to this network will give tenants at Springfield Place access to one of the world's most efficient and geographically wide-ranging public transport systems

- **Crossrail 2:**

- Springfield Place is located in close proximity to the planned route, currently in planning and set to open in the 2030's for fastest-ever links into Central London
- Will serve an additional 270,000 passengers every morning

- Projected to enable the creation of 200,000 new jobs in the Capital

- Will serve 47 stations, linking Surrey and Hertfordshire via Central London with important business and commuter hubs across South East England

- Will bring 800 stations across the UK within one interchange of London

- **Heathrow Airport:**

- Four terminals and two runways

- UK's busiest airport that provides comprehensive international links

- Potential for a third runway would increase capacity and strategic importance

- Third runway would boost the wider economy by £61bn and create up to 77,000 local jobs, and is currently supported by UK Government policy

- **High Speed 2 (HS2):**

- Brand new high-speed rail network that will cover 25 stations across the UK, connecting 30 million people and boosting the UK economy by an estimated £92 billion

- Tenants at Springfield Place will experience vastly improved access to the important regional centres of Birmingham, Manchester, Leeds and the East Midlands



Exceptional access  
to London, the UK  
and the World.

# Education

## World-Class Institutions on the Doorstep

Springfield Place will provide tenants with ultra-convenient connectivity to some of London and the UK's world-renowned and top-ranking higher education institutions.

LONDON INSTITUTIONS	LONDON RANKING	RUSSELL GROUP?	TRAVEL DISTANCE*
Imperial College**	1	Y	30 min <sup>†</sup>
University College London (UCL)	2	Y	40 min
King's College London	3	Y	45 min
London School of Economics and Political Science (LSE)	4	Y	45 min
Queen Mary, University of London (School of Law)	5	Y	45 min
Royal Holloway, University of London	6	N	60 min <sup>†</sup>
Birkbeck College, University of London	7	N	45 min
School of Oriental and African Studies (SOAS)	8	N	45 min
City, University of London	9	N	45 min
Brunel University	10	N	50 min <sup>†</sup>

\* from Tooting Bec Underground Station, unless otherwise stated, \*\*Imperial College Kensington Campus, † by car

UK INSTITUTIONS	LONDON RANKING	RUSSELL GROUP?	TRAVEL DISTANCE*
University of Oxford	2	Y	1 hr 30 min
University of Bath	9	N	2 hr 30 min
University of Reading	39	N	1 hr 15 min
Oxford Brookes University	48	N	1 hr 30 min

\* by car

## A STRATEGIC INTERNATIONAL HUB FOR HIGHER EDUCATION

**10** leading higher education institutions within reach

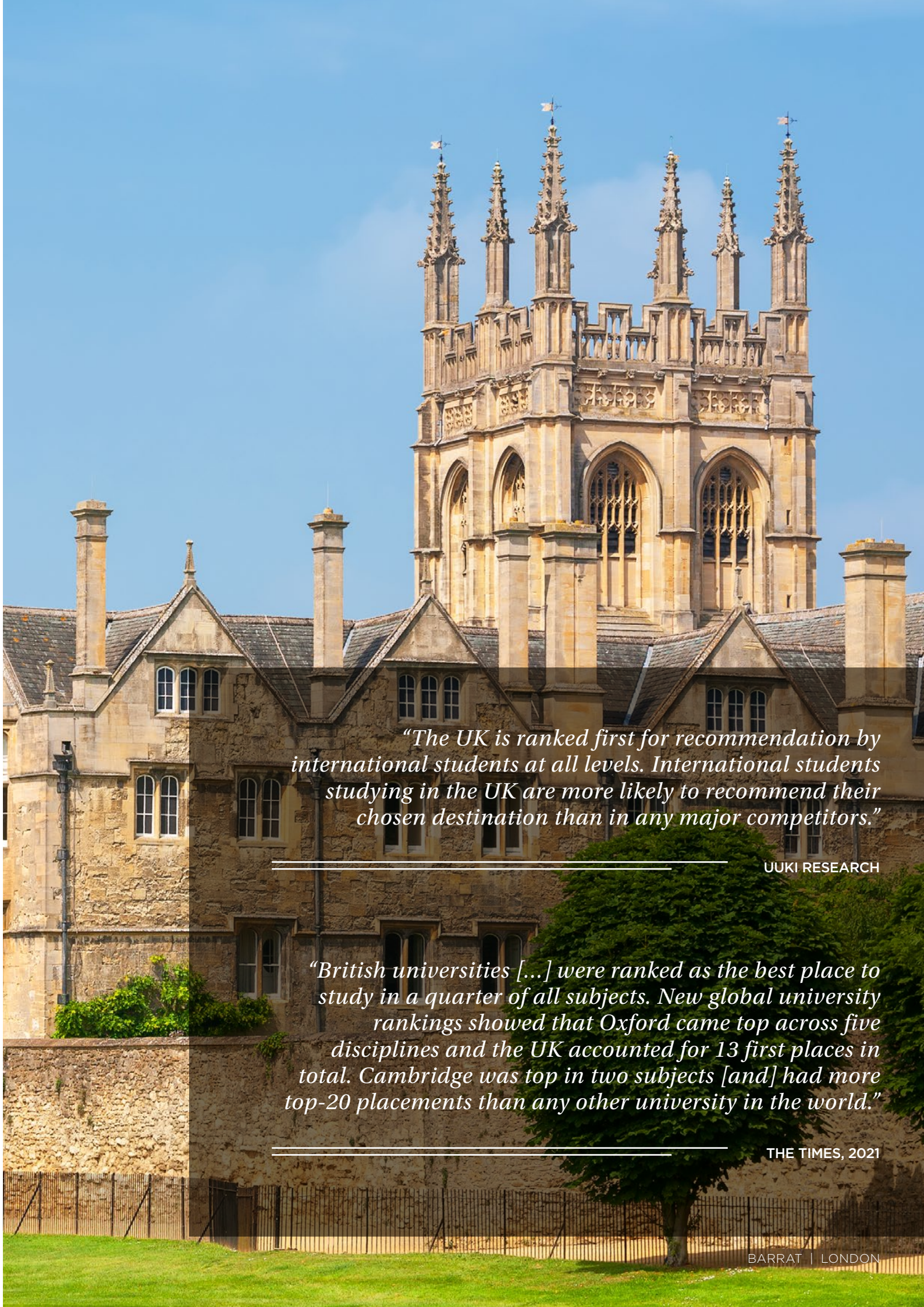
Prospective tenants at Springfield Place will benefit from **easy access** to some of the UK's leading higher educational institutions, both in London and south-east England.

The location of the development will appeal to **international students** in particular, who will benefit from close proximity to the international travel hub of Heathrow for easy travel in and out of the UK.

**6** Russell Group institutions within reach

Strategic proximity to 6 **Russell Group** institutions: these centres generate more than two-thirds of the world-leading research produced in UK universities and have an economic output of £32bn each year.





*“The UK is ranked first for recommendation by international students at all levels. International students studying in the UK are more likely to recommend their chosen destination than in any major competitors.”*

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UUKI RESEARCH

*“British universities [...] were ranked as the best place to study in a quarter of all subjects. New global university rankings showed that Oxford came top across five disciplines and the UK accounted for 13 first places in total. Cambridge was top in two subjects [and] had more top-20 placements than any other university in the world.”*

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THE TIMES, 2021

BARRAT | LONDON



# An Intelligent Investment

The proximity of Springfield Place to some of London and the UK's best higher-educational institutions will make the development extremely attractive to students – and investors.

Students will also be attracted to the location by **long-term** prospects offered by **London and south-east England's buoyant graduate employment market**, which takes a leading global position. Twice as many graduates choose to pursue a career in London than in any other location, and the city hires **47% of all UK graduates**.



52%

of Oxbridge graduates move to London.



NO.1

London is ranked the world's number 1 International student city out of 110 contenders. It is home to over 125,000 international students from over 200 different nations, the most popular student city in the world



ALMOST HALF OF NEW JOBS

in England in the last decade were in London and the south-east, despite only a third of the population living in that region.



NO.3

London was recently ranked world's number 3 for employer activity







## MULTILINGUAL

There are over 300 languages spoken in London and the UK



## EDUCATED

London and South-East England are the two areas of the UK with the best-educated populations (highest proportion of those with NQF level 4 or above).



## AFFLUENT

The South East of England benefits from the second largest regional economy in the UK after London, valued at £177 billion in 2006. GDP per capita in 2007 was estimated at £22,624, compared with a UK average of £19,956, making South East England the second richest region per capita behind London.





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